



## Terms of Reference – Communication & External Affairs Strategic Delivery Group

CHC's Strategic Delivery Groups (SDGs) actively support a strong and resilient sector and support the lobbying and advocacy work on issues identified by the membership through CHC's Corporate Plan.

### **Purpose:**

The Communications & External Affairs SDG will:

- Work collaboratively and where possible with one voice to protect the reputation of the sector.
- Support the telling of the sector's story to journalists and stakeholders including politicians
- Horizon scan to identify future risks and opportunities.
- Feed into and shape CHC conferences and training so that they are relevant and beneficial for members.

### **Remit:**

- This SDG will focus on the following areas in 2019/20 (as identified by the sector):
- Developing sector lines and narrative for policy related areas
- This is Housing Campaign
- Telling the sector's story and influencing strong local relationships
- Protecting the reputation of the sector
- Developing comms, marketing and public affairs skills within the teams

The CEO SDG and the Chairs and Vice Chairs SDG can also commission pieces of work from SDGs.

### **Attendance:**

- Each Housing Association will determine which staff to send to each SDG
- Based on the work areas, we are encouraging anyone who leads on Communications and/ or Public Affairs Strategy to attend this SDG.

### **Logistics:**

- Attendance for CHC members is free as part of your membership. In the event of non-attendance a charge to cover costs will be made to your organisation.
- An agenda will be circulated in advance.
- SDGs will run 3 times a year, with one of these meetings taking place in North Wales.
- The dates for 2019/20 have been set in advance.
- The SDGs will be held in areas which are accessible for those driving and those using public transport.
- There will be an option to join the SDGs virtually where the agenda allows.
- There will be an agenda item at the end of each SDG to self-evaluate.
- The Chair/VC will record a short video at the end of each SDG outlining discussions, progress and next steps. This will be shared with other SDGs via Yammer.
- Outcomes and progress from each SDG will be reflected in CHC's quarterly progress reports.
- CHC staff will provide administration support for each meeting.